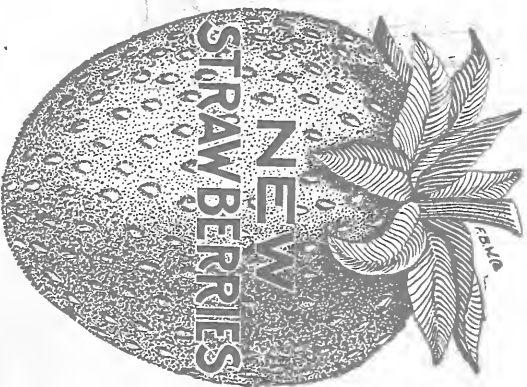


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1918



TRADE MARK

C. N. Flansburgh & Son
Jackson - Michigan

CHOICE STRAWBERRIES HIGH GRADE PLANTS

For That War Garden



Progressive Everbearing Strawberries

Plants set April 1 have produced \$1,000 worth of fruit per acre before the first snow flies in November.

Most bountiful and desirable of all garden products.

Dr. P. A. K. K. Pennell

Valentine

2

Aditya Kumbhar
B.A. and B.Ed. student

FRIENDS:

For twenty-five years I have been telling you about Strawberries—the truth about varieties in our catalog from year to year—a quarter of a century in the plant trade. Before that I was a lover of the strawberry growing for the fruit alone. Success brought inquiry about varieties and demand for plants—the kind of plants I grew, and so the plant trade started.

Since then hundreds of varieties have come and gone with countless unnamed seedlings, holding to the few best suited to our needs, still hunting, striving for the ideal. Interesting? Well, I guess! I ate and slept and dreamed of strawberries. But there was always a something—likened to a vision or a prophecy of something yet to come, more splendid and ideal.

However much I may have been elated when I found a prize, I have always tried to be conservative in our catalog, realizing the more or less different conditions with many of our customers, and when these everbearers came I bottled my enthusiasm—though hardly—but the best I could, until we tried them out and until we could grow a stock sufficient for our needs. But talk about new wine in old bottles or good business according to the rule, when it is our business to let the people know. We are telling you today that these everbearers are a good thing, all we have ever claimed for them and more. If obliged to choose between them and the June varieties for home or market we would take the everbearers. Read about them in our catalog—get started right. If you love to grow strawberries you will win. C. N. F.

I have copied the above from our 1917 catalog—a last word on outside back cover page, many pages of which were devoted to the everbearers, especially the Progressive. But now our country is at war. Instead of our regulation catalog, it is up to us to cut expense along that line until the war is over if we are to keep our prices level for our customers. Yet, while not strictly one of the essentials, we want to thank you for your patronage last year which totaled 98 per cent more orders—mostly for Progressive—than in any year since 1913, when we introduced it; the most inquiry about the everbearers and more orders than we ever booked in any season since we have been in business. We also run short of catalogs for the first time tho we had saved three times as many as usual for calls.

To a numerous inquiry we again reply—Progressive still is leader of the everbearers and our main dependence on the market, not only for the value of the fruit produced on its spring set plants and increase before the first snow flies, a total yield comparable with that of any June variety in June, at double price, but also leads the ripening on the year old plants in spring—at extra prices for the earliest home grown. For these and other merits, quality, reliability, etc., it stands today, by popular acclaim, not only leader of the everbearers but the best all-around, most valuable and most important variety, whether June or everbearing, ever introduced.

Today the situation is as it was two years ago, last year and yesterday; the call is for Progressive, nation wide, increasing. Never, in the history of strawberries, has there been such sensation, such demand for plants of a single variety. For commercial growing near towns and cities, for the home, the family garden and now war gardens everywhere in country and in town, nothing hits the spot or fits the situation so completely as Progressive. Set plants in April; disbud to July 1 or 10, to get established, growing good; then let fruit at will. Strawberries every day throughout the summer and fall until ground freezes hard. And then—

next spring, a full crop, all at once, like any June variety set out same time, but fruiting for the first. No wonder that the great seed houses write for plants in hundred thousand lots and nurserymen who sell through agents, at three to seven times our price, or that our customers can sell whatever surplus plants they have to spare. Progressive is a winner in more ways than one and growing better here at Round Lake Fruit Farm every year.

Many new varieties are trying out in different ways—some received from customers—brother growers—hoping they would prove as good, superior with us. Others from originators, among which are a score or more from H. J. Schild of Michigan. Most of these are everbearers—termed Indians—all bearing Indian names, each variety the result of much painstaking, scientific breeding; exceedingly interesting and promising still more with further trial. Another everbearer, one of several from a customer and originator in North Dakota, is very promising, and there are others—but tomorrow is another day.

Of June varieties, demand is still for Dunlap, Warfield, Haverland, Paul Jones, Black Beauty and Grand Marie as good all season varieties, with Dunlap and Kellogg's Premier for early and Kellogg's Prize, Aroma and Orem for late. Dr. Burrell is a good one, much like Dunlap. Joe Johnson is a good one. We have not yet fruited Chester. And there are others. Don't overlook "Additional Varieties" below price list.

Progressive

(PER) (EVERBEARING)

Originated in 1908 by Harlow Rockhill of Iowa, the originator of Americus, Francis, Iowa and others. Parentage Pan-American and Dunlap—the only plant seed saved out of 4,000 seedlings.

Progressive is the most vigorous and thrifty grower of any of the everbearers that we list. With tall luxuriant foliage to protect the bloom and fruit from the hot sun and frosts. Practically every blossom makes a berry and every berry makes a perfect fruit. Medium in size, dark red, fine quality and produced in great abundance on the spring set plants and runner plants throughout the summer and fall—the first of all varieties, whether June or everbearing, to ripen on the year-old plants in spring.

We realize it would be an error for us to underrate or overstate a single feature of this most important variety offered to our customers, in 1913 at \$75.00 per 1,000 plants and selling to our competitors as well in large amounts. It is not the largest of the everbearers, averaging in size about like Dunlap. We call it the Dunlap of the everbearers, reminding us of that grand variety in many ways—both plants and fruit. Compared with the "Superb," an acre of Progressive set out this spring will yield ten times as much fruit before ground freezes hard next fall. While not as large it is easier to pick, superior in quality and first choice on the market with every grocer on the route. Like Dunlap—most famous of all June varieties—so will Progressive, with its Dunlap-blood, transmitting all its virtues, and others in addition, long reign—a standard for the everbearers.

✓ "FRANCIS" is the most intensely everbearing of them all, persistently putting out new fruiting stems, blossoming and bearing on the new set plants and runner plants as well, even before well rooted in the soil, unless it is repeatedly disbudded so that it makes few plants and mostly rather small. The exhibition berry—large, glossy, handsome. Francis is a wonder anywhere, but for the specialist it is a prize. Requires light, sandy loam and expert treatment.

✓ "AMERICUS" is medium to large in size, firm and extra good quality. Good, strong plants, fruiting July to November, and productive. Americus makes more plants than Francis, but less than Progressive, and last season not as many as desired.

✓ "PEERLESS" is a new one, very similar to Superb, but better quality and more productive as an everbearer. We shall discard the "Productive," a pistillate variety, as not to be depended on in fall, tho wonderfully productive in the spring—as are all the everbearers.

Our Guarantee, Terms, Etc.

Our plants are **fresh dug** at time of shipment, from new beds, carefully trimmed, re-sorted to **best grade only**, and tied in bunches. Good count and **true to name**, and are put up with finest moss in packages, if to go by mail, or in market baskets lined with moss and oiled paper or light ventilated crates, to carry safely by express at lowest rates.

We **guarantee** our plants to reach their destination in good condition by express or mail to all parts of the U. S., with the understanding that we shall not be held liable for more than the original cost of the plants in any case. Should a package go astray, be damaged or destroyed en route, plants missing, or any error we have made, please notify us at once.

All orders promptly acknowledged and notice sent when plants are shipped, except where forwarded at once by return mail. **Our Certificate of Inspection is attached to every shipment.**

Canadian shipments must go by express, as plants from the United States are excluded from the mails by the Canadian authorities.

We begin our shipment south as soon as we can dig in spring, usually about April 1, sometimes in March, and push the work as fast as possible with a view to send out every order just when it is wanted. We like to have our customers say when, when ordering, or say ship when notified, and then let us know a few days in advance. When orders are to "ship at proper season," we know what it means and plan accordingly. **We do not substitute without permission.**

Terms: Cash with order, but orders will be booked to hold plants if part payment is enclosed, the balance to be sent before shipment. Remittances may be sent by postoffice or express money order, bank draft or check, or small sums in one or two cent stamps. **A check is often more convenient** for our customers and by courtesy of our bankers is equally acceptable with us.

Certificate of Nursery Inspection

This is to certify that I have examined the nursery stock of C. N. Flansburgh & Son, Jackson, Mich., and find it apparently free from dangerous insects and dangerously contagious tree and plant diseases.

This certificate to be void after July 31, 1918.

L. R. TAFT,

State Inspector of Nurseries and Orchards
East Lansing, Mich., Oct. 12, 1917.

Some Bargains in Progressive

We have certain customers near by who are growing this variety in a large way for fruit, who have surplus plants that can be bought in quantity (2,000 to 20,000 lots or more) at bargain rates. Write us for prices. These plants are our own strain of this variety. We know all about them and will supply them direct from the grounds of these, our customers, (with whom we have an understanding) to other customers, under our own tag and guarantee, the same as our own growing.

It is not our policy to buy plants elsewhere, to be re-shipped from here in any case, but here are plants as good as ours, that have been inspected, and the growers have experience in packing and shipping by express; and here is the chance to buy in quantity at bargain prices if it is agreed. Last year our growers sold out all they had to spare early in the season. Write us today and order promptly when you know the price—with full instructions when to dig and ship.

Mark out in 3-foot rows. For plants 18 inches in the row it takes 9,680 plants per acre. We find this best for all the everbearers. For the June varieties we mark in rows 3½ feet apart. For plants 18 inches in the rows takes 8,297 plants per acre.

Price List

Six plants of one variety at dozen rates; 50 plants of one variety at hundred rates; 500 plants of one variety at 1,000 rates. (P) for perfect. (I) for imperfect blossoms.

The everbearers are in blackface type.

	By Mail Postpaid		By Express Not Paid	
	Per 12	Per 100	Per 100	Per 1,000
✓ Americus (P) -----	\$0.30	\$1.50	\$ ---	\$ ---
✓ Aroma (P) -----	.20	.75	.60	5.00
✓ Black Beauty (I) -----	.20	.90	.75	6.00
✓ Dr. Burrell (P) -----	.20	.75	.60	5.00
✓ Early Jersey Giant (P) -----	.20	1.00	.85	7.00
✓ Francis (P) -----	.60	3.00	---	---
✓ Glen Mary (P) -----	.20	.75	.60	5.00
✓ Grand Marie (P) -----	.20	.90	.75	6.00
✓ Haverland (I) -----	.20	.75	.60	5.00
✓ Helen Davis (P) -----	.20	.75	.60	5.00
✓ Joe Johnson (P) -----	.20	.75	.60	5.00
✓ Kellogg's Big Late (I) -----	.40	---	---	---
✓ Kellogg's Premier (P) -----	.20	.75	.60	5.00
✓ Kellogg's Prize (I) -----	.20	.75	.60	5.00
✓ Monroe (P) -----	.20	.75	---	---
✓ Norwood (P) -----	.20	.75	---	---
✓ Orem (P) -----	.20	.75	.60	5.00
✓ Paul Jones (I) -----	.20	.75	.60	5.00
✓ Peerless (P) -----	.60	3.00	---	---
✓ Progressive (P) -----	.30	1.25	1.10	10.00
✓ Sample (I) -----	.20	.75	.60	5.00
✓ Senator Dunlap (P) -----	.20	.75	.60	4.00
✓ Sons Prolific (P) -----	.20	.90	.75	6.00
✓ Stevens (P) -----	.20	.75	.60	5.00
✓ Superb (P) -----	.30	1.50	---	---
✓ Uncle Jim (P) -----	.20	.75	.60	5.00
✓ Warfield (I) -----	.20	.75	.60	4.00

Additional Varieties

Per Dozen 20 cents; Per 100 75 cents—Postpaid

Abundance, Aug. Luther, Billy Sunday, Campbell's Early, Chester, Charles Ist, Chesapeake, Collins, Earliana, Eclipse, Edw. Wilson, First Quality, Gandy, Gibson, Golden Gate, Hustler, La-Bon, Lupton, Magic Gem, Mathews, Meteor, Mrs. Miller, New Discovery, Old Hickory, Pearl, Pennell, Rewastico, Sweetheart, Willard.

St. Regis Everbearing Red Raspberry

Plants by mail Postpaid 40 cents per dozen; \$2.50 per 100

King Red Raspberry (Early King)

Plants by mail Postpaid 35 cents per dozen; \$2.00 per 100
If by express deduct 10 cents per dozen and 50 cents per 100

Blower's Blackberry

Plants by mail Postpaid 50 cents per dozen; \$2.50 per 100
If by express deduct 10 cents per dozen and 75 cents per 100

WE DO NOT SUBSTITUTE WITHOUT PERMISSION

but if you order late and are waiting for the plants, such permission may avoid delay, since we are liable to be sold out of something in your order. We are here to please and satisfy and not to disappoint you by returning orders if it can be helped, but more than all to do business on the level, and we never take this liberty without permission.

A LAST WORD ABOUT THE EVERBEARERS

Spurious varieties have been sent out by the unscrupulous. Be sure you get the genuine and you will not regret it. If we have a single customer who would be without them for ten times what they paid us for the plants we do not know of it.

We never have and never will leave a single customer dissatisfied with us if we can help it.

**Plants
by
Mail
Our
Specialty**

**See
Price
List
Opposite**



**Yours
for
Life
Worth
Living
in
Country
or
in
Town**

Residence of C. N. Flansburgh, Round Lake Fruit Farm, R. 7, Jackson, Mich. The road from Michigan Center lies on the other side of the hedge at the right between the house and the grove. Beyond the grove, a portion of the lake shows in the picture.

GOOD COUNT—PROMPT SERVICE

Plants received in first class condition. I wish to thank you for the prompt and efficient manner in which my order was handled. You do not use an adding machine, as count was over correct. I had four lots of nursery stock and yours was the only lot sent promptly and correctly. If a kind word will ever be of help in your business, I am at your service.

MARK R. DELAHAY, R-1, Elliott City, Md., 4-9-17

Plants received in good order. Thank you for promptness.
ELLA J. LYBRAND, R-2, Lexington, S. C., 4-6-17

SHIPMENT WHEN DESIRED

My plants ordered for the 25th, please change to May 1 or a little later. I hope you will get this in good time as ground is cold and wet. Raining today. I always buy my plants of you as I always get good service and best plants.

CHAS. E. RASBACH, R-2, Clayton, N. Y., 4-19-17

COULD GO ONE BETTER

Dear Sirs:

I got a dozen Progressive plants of you last spring and they are wonderful; beat any of the testimonials in your catalog. How much per thousand for those bargains in Progressive plants from your growers, etc?

Respectfully,
MRS. J. C. HORN, Doyle, Calif., 4-5-17

The 400 Progressive got here alright. The best plants we ever saw. You may count on us to say a good word for your plants whenever we can.

Respectfully,
IMMER & IMMER, Merchants, Geddes, So. Dak., 4-26-17

DELAYED EN-ROUTE

The plants I wrote you about, (2000 Progressive and 1000 Americus) arrived this morning in first class condition. But for your splendid packing and strong, healthy plants, they would surely have been ruined in the nine days on the way; but not a bunch was heated. Thanking you for your offer to refill the order if not O. K. on arrival—not now necessary—and hoping your style of nursery-men may multiply, I am

Very sincerely,
WM. C. TAYLOR, Manassas, Va., 4-23-17

THE WAY I SET THEM OUT

The plants (8,000) were a nice lot. Received in good time and doing fine. I am going to tell you my new way of setting out. I use a hand potato planter, with the trip removed and points rivited, to punch the wedge shape holes; and then—don't laugh!—but, I use a small axe, hatchet size. I lower the roots, push the dirt in with the axe, or hatchet, and give about two good blows which packs the dirt solid to the roots. Every plant the right depth. I surely did a good job and not the slowest way either as I planted 3,500 in a day and went to town for a load of coal. Not so bad. Now, I have not patented this method, but I surely think I have adopted it for the future.

With best wishes,

Yours truly,
JAS. OLD, Pontiac, Mich., 5-21-17

Gentlemen:

We are wanting several thousand Progressive Everbearing strawberry plants; but Mr. Rockhill, the originator, unable to supply them, informs me that you have the genuine and that you are reliable and honest people to do business with, so I am writing you for particulars, etc.

Yours truly,
HENRY ARNHOLT, Mgr. Standard Nursery, Greeley, Colo.
9-14-17

5200 FEET ABOVE SEA LEVEL

C. N. Flansburgh & Son:

We watched some of your everbearing strawberries all last summer here, that were set out last spring. They beat anything I have ever seen bearing, but can't find out the name of them as they were ordered by one person for another. Don't know of any others here in Elko, except another patch set out same time, but not your plants and no good. So, if the only order you sent here, you might be able to tell us the name as we would like to get the same kind. Please send me your catalog.

J. H. HILLSBERY, Elko, Nevada, 1-15-18

NO CULLS TO THROW AWAY IN OURS

Enclosed find check for the 5,000 Americus. They were the best Americus I ever received from any one. It is a pleasure to pay for such plants.

CERT BAKER, Hoosick Falls, N. Y., 6-1-17

We have the Largest and Finest Stock of

Progressive Everbearing Strawberry

Plants that we have ever grown. Note our prices. If you want large lots, write us. We will not be undersold for quality and guaranteed conditions on arrival.



*5% off list, cash with order, for \$10.00 order before April 1.
10% off list, cash with order, for \$50.00 order before April 1.*



*25c thrift stamps, the \$5.00 certificates or \$50.00 Liberty
Bonds same as cash. Reckon the interest to date.*



C. N. FLANSBURGH & SON - JACKSON - MICHIGAN - U. S. A.